

Please note – if you would like assistance or guidance on conducting your media outreach, please contact Lisa Holland from Families USA's Communications Department, [holland@familiesusa.org](mailto:holland@familiesusa.org)

**[SUGGESTED EMAIL SUBJECT LINE]: Immediate action is needed to address [state's] high cost of health care**

**Date: [insert date you plan to distribute the news release]**

**MEDIA AVAILABILITY – [Insert your organization's media contacts here.]**

## **[state] residents to [member of Congress] It's time to make health care affordable for our families**

Exploding health care costs are poised to be a main topic when Congress starts work again in and [your state residents] are sending a message to [list your local members of Congress] that they need to act. [Insert information about town halls or other events, social media actions you are taking, etc]. Congress is in deep discussions about ways to address the cost of health care as voters are demanding real actions to build a stronger country as we work to end the pandemic and become a stronger nation than before. When they return to D.C. in September, we are calling on them to deliver on their promises to:

1. **Lower the cost of prescription drugs**, including giving Medicare the power to negotiate fair prices.
2. **Ensure that older adults and people with disabilities can get the oral health care**, vision care, and hearing care through Medicare.
3. **Make health insurance affordable for people in America, no matter their income or what state they live in** by creating new insurance options for low-income adults in states that haven't expanded Medicaid and permanently lowering the cost of premiums for people who buy their insurance in the individual market

For far too long, people in [your state] have not been able to afford the medications they need to get and stay healthy. [insert percentage from page 2 of this report] of [insert state residents eg. Alabamans, New Yorkers, etc.] report skipping doses or not following doctor's orders on a prescription because of the cost. Meanwhile, drug companies are making record profits-- increasing the prices of over 800 drugs just since January.

Despite thousands of older adults and people with disabilities in [your state] paying into Medicare their whole working lives, it completely leaves out coverage for their mouth, eyes and ears. It's no surprise that [recent polling](#) finds that more than eight out of ten voters want to see this problem fixed, especially when not being able to afford care has such critical implications for overall health, financial wellbeing, and job prospects.

Finally, an alarming number of hard working [your state residents] cannot afford health insurance, making necessary health care too expensive and putting it out of their reach. Our health should not depend on our wealth-- no matter our income or what state we live in. COVID-19 showed us that when any one person does not have access to affordable health care, we all are at risk. It is unacceptable that at least [insert X number of deaths from pages 1&2 of this report] of deaths from COVID-19 in [your state] were associated with gaps in health insurance coverage.

**Commented [MB1]:** [https://familiesusa.org/wp-content/uploads/2021/06/RX-2021-162\\_High-Rx-Prices-Hurting-Consumers-Impact-By-State-Fact-Sheet.pdf](https://familiesusa.org/wp-content/uploads/2021/06/RX-2021-162_High-Rx-Prices-Hurting-Consumers-Impact-By-State-Fact-Sheet.pdf)

**Commented [MB2]:** [https://familiesusa.org/wp-content/uploads/2021/03/COV\\_2021-37\\_Appendix1\\_Table1-3\\_RevB.pdf](https://familiesusa.org/wp-content/uploads/2021/03/COV_2021-37_Appendix1_Table1-3_RevB.pdf)